

ORDER



Orders	Order / Rev:	<u>108244</u>	
	Alt Order #:	<u>06867665</u>	
	Product Desc:	<u>JOE HECK 4 CONGRESS</u>	
	Estimate:	<u>3074</u>	
	Flight Dates:	<u>10/25/12 - 10/30/12</u>	Primary AE:
	Original Date / Rev:	<u>10/24/12 / 10/24/12</u>	Sales Office:
	Order Type:	<u>GENERAL</u>	Sales Region:
Agency	Name:	<u>Strategic Media Placement, Inc.</u>	
	Buying Contact:	<u></u>	
	Billing Contact:	<u></u>	
		<u>7669 Stagers Loop</u>	Billing Type:
		<u>Delaware, OH 43015</u>	<u>Cash</u>
			Billing Calendar:
			<u>Broadcast</u>
			Billing Cycle:
			<u>EOM/EOC</u>
			Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>Heck, Joe for Congress</u>	
	Demographic:	<u>A35+</u>	
	Product Codes:	<u>PLC02</u>	
	Priority:	<u>SELECT PRIORITY CODE</u>	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>	
		New Business Thru:	<u></u>
		Order Separation:	<u>00:05:00</u>
		Advertiser External ID:	<u></u>
		Agency External ID:	<u></u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	8	\$16,100.00	\$13,685.00
10/29/12	10/30/12	2	\$3,800.00	\$3,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$16,100.00	\$13,685.00	0.00
November 2012	2	\$3,800.00	\$3,230.00	0.00
Totals	10	\$19,900.00	\$16,915.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amv McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$19,900.00
Market	100%	\$79,600.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$19,900.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$19,900.00
KTUD	1%	\$796.00
KVVU	20%	\$15,920.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$3,184.00

Order / Rev: 108244
 Alt Order #: 06867665
 Flight Dates: 10/25/12 - 10/30/12

Advertiser: Heck, Joe for Congress
 Product Desc: JOE HECK 4 CONGRESS
 Estimate: 3074

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F	6-7a WakeUp w/Wagners	CM	6-7a		---T---	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12																	
E 2	KSNV	10/29/12	10/29/12	M-F	6-7a WakeUp w/Wagners	CM	6-7a		M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 3	KSNV	10/25/12	10/26/12	M-F	Early News	CM	5-630p		---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12																	
E 4	KSNV	10/30/12	10/30/12	M-F	Early News	CM	5-630p		-T-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12																	
E 5	KSNV	10/25/12	10/26/12	Face to Face/Ralston Report	CM	730-758pm		---TF--	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00	
FACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12																	
E 6	KSNV	10/25/12	10/26/12	M-F News 3 at Eleven	CM	11pm-1135pm		---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00	
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12																	
E 7	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am		-----S	1:00	1	\$1,500.00	1	0.00	NM	1	\$1,500.00	
SUN TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12																	
															Totals	10	\$19,900.00